Play 8/9

The Media & Activating Your Event Marketing Plan

Sports Event Management and Marketing Playbook

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Maximizing and Servicing the Media Partnership: Overview

- The media, in all its many forms – newspapers, magazines, television, websites, blogs, social media – represent an important partner for sports events
- Media outlets are typically divided into two sections: editorial, sales and marketing
- The two sides have differing desires and needs from a partnership with a sports event

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Maximizing and Servicing the Media Partnership: Overview

- Delivering the announcement via press conference and social media is an important first step in the campaign for attention
- The strength of the media partnership and the media marketing strategies implemented will affect the event's ticket sales, attendance, sponsorship revenue, and overall success

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Key Terms

- Editorial – opinion piece by media member
- Press release – informational piece from event organizer
- Social media
- Accreditation – plan for distributing credentials to authorized personnel

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Two Sides of Media: Editorial vs. Sales and Marketing

- The editorial half is responsible for providing informational content by covering news and developing stories and features
- Under the leadership of the editor
- Event organizers direct their publicity efforts toward this side of the media: presenting and disseminating information as news, press releases, story ideas, and event coverage

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Two Sides of Media: Editorial vs. Sales and Marketing

- The sales and marketing side is essential to enable the editorial staff the freedom and funding to pursue their journalistic responsibilities
- This side sells advertising, creates and manages promotions, and pursues event-marketing opportunities
- Helps provide revenue streams to event organizers

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Two Sides of Media: Editorial vs. Sales and Marketing

- Objectivity is preserved by “Great Wall” between two sides of media outlets
- Special sections provide an opportunity to blend elements of both and create revenue for media outlet and event

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Editorial vs. Marketing

2023 Bahamas Bowl to be playe | Erskine Football | Fleet unveil 20 | Erskine Bringing Back Football f | Media - Bahamas Bowl

hustlebelt.com/2023/10/19/23924139/2023-bahamas-bowl-to-be-played-in-alternate-location-bowl-season-maction

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2023 Bahamas Bowl to be played in alternate location due to construction

The announcement comes as the Bahamian government is set to begin construction on their national stadium.

By James H. Jimenez | @AVKingJames | Oct 19, 2023, 1:26pm EDT | 0 Comments / 0 New

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Photo by Christian Petersen/Getty Images for IAAF

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The Mid-American Conference and ESPN Events released a joint statement on Thursday afternoon to announce the 2023 edition of the Bahamas Bowl will be played in "an alternate location" due to construction efforts.

"While the primary venue undergoes improvements, ESPN Events is actively working to secure an alternate location for this year's bowl game," ESPN Events vice president Clint Overby said via press release. "Specific plans for the new venue will be announced in the coming weeks."

The Bahamas Bowl, which has been a staple of the MAC post-season since 2014, has been played at Thomas A. Robinson Stadium, the Bahamian national sporting stadium, since its inception.

The stadium, which also hosts a number of IAFF track-and-field events and the Bahamaian national soccer teams, is set to undergo a long-planned renovation to fix a number of safety concerns. The Bahamaian government currently has no timeline for when the fixes will be finished, as they are working in cooperation with the Chinese government on the safety changes and aesthetic adjustments.

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2023 MAC Football Week 8 Game Recap: Northern Illinois Huskies 20, Eastern Michigan Broncos 13

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What to Look for In a Media Relationship

- What an event organizer hopes media outlets will provide—both as partners and as communicators of news—will differ depending on the audiences these two partners seek to serve and their respective corporate objectives

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What the Editorial Side Really Wants From Sports Events

- Compelling story ideas
- Accurate, timely and comprehensive information
  - Press releases
  - Social media
  - Media guides
- Appropriate, comfortable working conditions at the event

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Initial Event Announcement

- The first announcement is the organizer's best opportunity to excite the local media, community, and area businesses
- Include date(s) of the event, location(s), ticket sale details, and background information such as historical highlights and economic impact estimates

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Press Release

- Press releases serve as an effective vehicle to deliver the first announcement of an event
- It should answer: “who,” “what,” “where,” “why,” “when,” and “how” details of the event
- Include compelling information like economic impact data, competition for the event, sponsors or charities linked to the event, and hotel room nights

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Event Intro Press Release

2023 Bahamas Bowl to be player | Erskine Football | Fleet unveil 20 | Erskine Bringing Back Football f | Media - Bahamas Bowl
erskinesports.com/news/2018/8/24/general-erskine-bringing-back-football-for-2020-season.aspx
Update
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General | 8/24/2018 12:37:00 PM

Erskine Bringing Back Football for 2020 Season

DUE WEST, SC - Erskine College announced Friday afternoon the reinstatement of intercollegiate football to the campus effective immediately. The program was discontinued after the 1951 season.

The program will begin competition in 2020. Plans are in process to hire a head coach and two assistant coaches to begin recruiting within the next few months. The coaches will recruit student-athletes to enroll in the fall of 2019 for a redshirt season. During that time, student-athletes will prepare to play at the college level and allow the coaching staff to implement a system for the inaugural 2020 season.

The athletics department is committed to Erskine's mission of equipping students to flourish by providing an excellent liberal arts education in a Christ-centered environment where learning and biblical truth are integrated to develop the whole person. The installation of football at Erskine is based upon the foundation of the institutional mission.

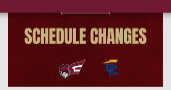
"This is a dramatic step for the college but one that opens doors in recruiting which allow us to expand our footprint in South Carolina and the Southeast Region," Erskine Director of Athletics *Mark Peeler* said.

"The critical next step is to identify a head coach who will be thoroughly committed to our mission," he added.

"We will not compromise the college's mission or 'The Fleet Way' with the addition of football. We will integrate all aspects of this program with our core values—first and foremost we are Christ-centered. This is dramatic, but it is also a very exciting time for Erskine and the Due West community. We have much work to do," Peeler said.

Further information will be released next week regarding the football program and other athletic programs.

Print Friendly Version



Erskine Basketball | Schedule changes for Monday's games against UNC Pembroke

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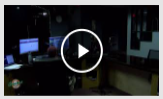

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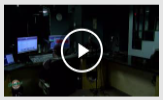

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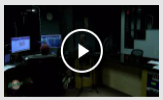

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Sports Break Erskine Football 2023 Coaches Show Week 5

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Event Info Press Release

Football | 5/1/2023 12:00:00 PM

Erskine Football | Fleet unveil 2023 schedule

DUE WEST, S.C. – The Erskine College Football program officially announced its schedule for the upcoming 2023 season on Monday. The Flying Fleet begin their 2023 campaign with three road games before hosting Newberry on September 4 in their home opener.

Road tests against familiar non-conference foes make up the first two weeks of the season for the Fleet with trips to Allen University and Shorter University. Erskine's inaugural home opener back in the spring of 2021 was against the Shorter Hawks, and the Fleet took down Allen in a 47-40 shootout in the fall of 2021.

Then, Erskine begins conference play in its second season as an associate member of the South Atlantic Conference when the Fleet visit Lenoir-Rhyne University on September 16.

The following weekend, Erskine has its home opener on September 23, when the reigning SAC champions, Newberry College, visit J.W. Babb Stadium under the lights for a 6 p.m. kickoff.

The next Saturday, Erskine will have the opportunity to take on the NCAA Division II Super Region 2 runners-up, Wingate University, on the road on September 30.

Erskine returns home for homecoming to host Carson-Newman University on October 14 to begin a stretch of three home games in the final five weeks of the season, which concludes with Senior Day against Barton College on November 11.

Information on season tickets and membership in the Dode Phillips Club, as well as individual single game tickets will be announced soon. For more information on the Dode Phillips Club, click here. Stay up to date on Erskine Football by following @FleetAthletics on Facebook and Twitter and visiting www.erskinesports.com.

MORE ABOUT THE ERSKINE COLLEGE FLYING FLEET

Visit the Official Home of Erskine Athletics at www.erskinesports.com

09.23.23

Erskine Football | Fleet put up valiant effort against two-time reigning SAC champions, Newberry

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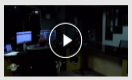
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Football test broadcast

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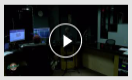
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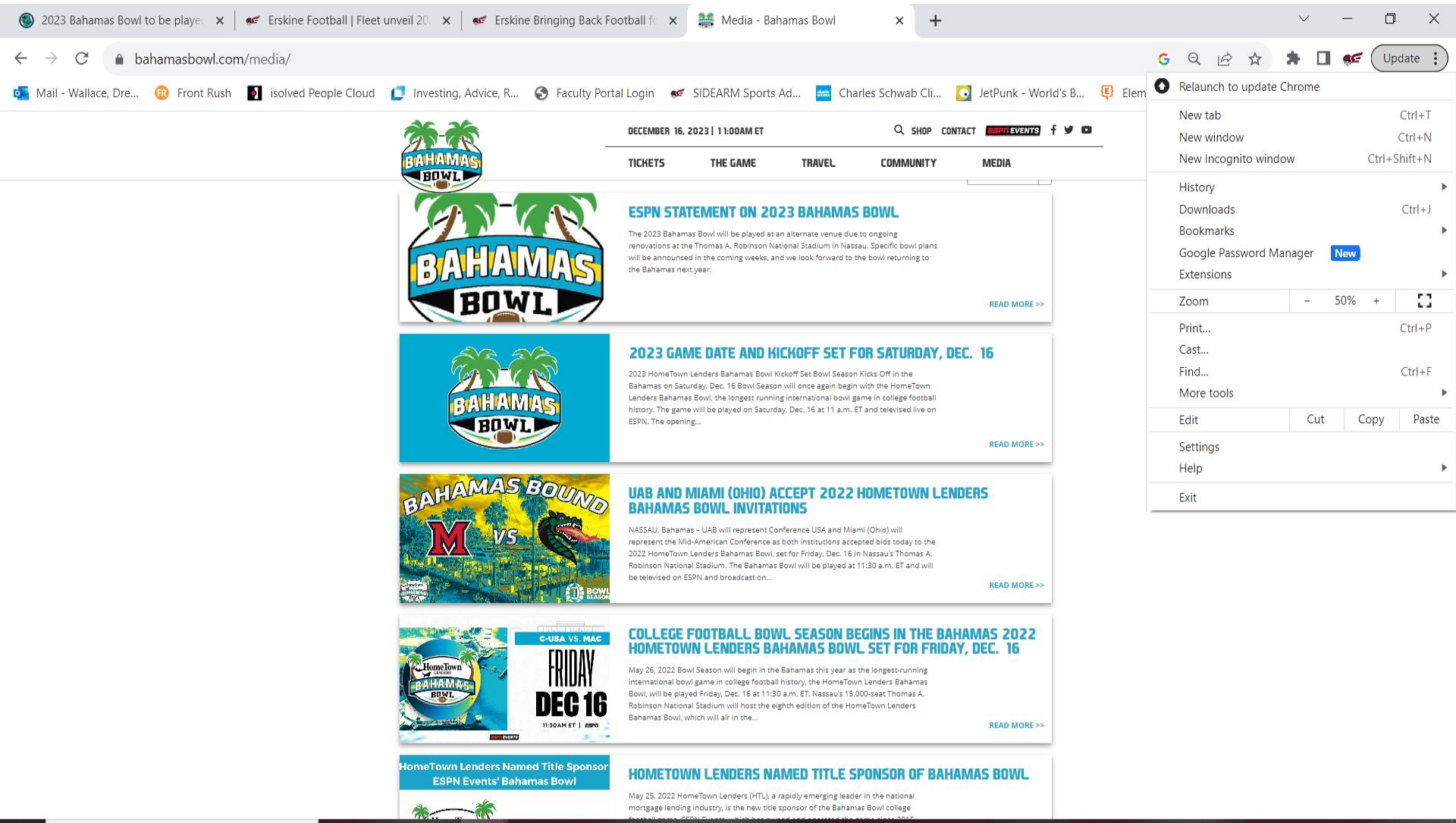
Event Info Press Releases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ESPN STATEMENT ON 2023 BAHAMAS BOWL
The 2023 Bahamas Bowl will be played at an alternate venue due to ongoing renovations at the Thomas A. Robinson National Stadium in Nassau. Specific bowl plans will be announced in the coming weeks, and we look forward to the bowl returning to the Bahamas next year.
READ MORE >>
2023 GAME DATE AND KICKOFF SET FOR SATURDAY, DEC. 16
2023 HomeTown Lenders Bahamas Bowl Kickoff Set Bowl Season Kicks Off in the Bahamas on Saturday, Dec. 16 Bowl Season will once again begin with the HomeTown Lenders Bahamas Bowl, the longest running international bowl game in college football history. The game will be played on Saturday, Dec. 16 at 11 a.m. ET and televised live on ESPN. The opening...
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VS
UAB AND MIAMI (OHIO) ACCEPT 2022 HOMETOWN LENDERS BAHAMAS BOWL INVITATIONS
NASSAU, Bahamas – UAB will represent Conference USA and Miami (Ohio) will represent the Mid-American Conference as both institutions accepted bids today to the 2022 HomeTown Lenders Bahamas Bowl, set for Friday, Dec. 16 in Nassau's Thomas A. Robinson National Stadium. The Bahamas Bowl will be played at 11:30 a.m. ET and will be televised on ESPN and broadcast on...
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DEC 16
11:30AM ET | ESPN
COLLEGE FOOTBALL BOWL SEASON BEGINS IN THE BAHAMAS 2022 HOMETOWN LENDERS BAHAMAS BOWL SET FOR FRIDAY, DEC. 16
May 26, 2022 Bowl Season will begin in the Bahamas this year as the longest-running international bowl game in college football history, the HomeTown Lenders Bahamas Bowl, will be played Friday, Dec. 16 at 11:30 a.m. ET. Nassau's 15,000-seat Thomas A. Robinson National Stadium will host the eighth edition of the HomeTown Lenders Bahamas Bowl, which will air in the...
READ MORE >>
HomeTown Lenders Named Title Sponsor ESPN Events' Bahamas Bowl
HOMETOWN LENDERS NAMED TITLE SPONSOR OF BAHAMAS BOWL
May 25, 2022 HomeTown Lenders (HTL), a rapidly emerging leader in the national mortgage lending industry, is the new title sponsor of the Bahamas Bowl college
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Social Media

- Social media serves as the informal complement to a press release to deliver information pertinent to the event
- Can be used (as well as email) to disperse formal press release
- Fastest way to disseminate event information – especially time sensitive information – to professional/semiprofessional journalists, bloggers, and fans
- Very cost effective

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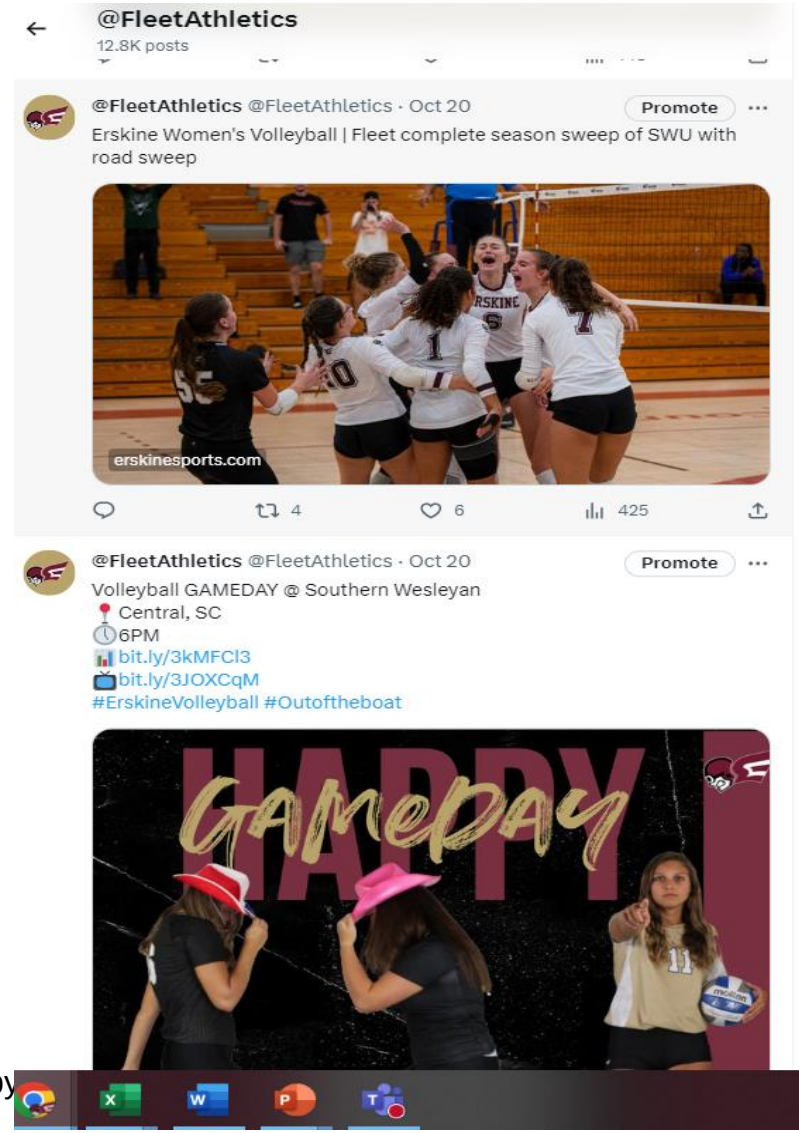
Social Media Examples



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Press Conference

- Provides a direct, in-person touch point between media and event organizers
- Offers a chance to open a direct dialogue and answer questions media and fans may have about the event
- Make the press conference limited access to only senior media members for exclusivity
- Schedule the press conference at a noncompetitive, attention grabbing time

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Servicing Media at Event

- Provide a comfortable and helpful atmosphere for media members working the event
- Important elements include:
  - Media guides
  - Accreditation
  - Media workroom
  - Media lounge/hospitality
  - Media relations office
  - Press conference and interview facilities

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Summary

- Positive media partnerships drive interest in events and increase revenue (sales of tickets, sponsorship, advertising)
- A campaign of key event announcements and milestones should be scheduled to promote the event at strategic times
- Be sensitive to the differing needs of the two sides of media (editorial vs. sales and marketing)
- During the event, provide the media access to information and comfortable working facilities in nonpublic areas

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Activating the Sports Event Marketing Plan: Overview

- Like corporations, sports events must apply tactics such as publicity, advertising, promotion, direct sales, event marketing, and social media campaigns to sell the event to potential attendees
- Different media platforms can serve various roles in the promotion of events; be mindful of the advertising medium and targeted demographic when executing ads

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Activating the Sports Event Marketing Plan: Overview

- Event marketing campaigns are most effective when paired with media outlets whose demographics most closely match the target market of the event
- A well-rounded activation plan can significantly affect the revenues and turnout of sports events

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Key Terms

- Call to action – marketing that urges the reader to a certain action
- Advertorial – written marketing for an event framed as an editorial
- Appointment viewing – driving people to a certain show/event by marketing
- S.A.T. (Sales, Awareness, Tune-in) Objectives

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What the Media Want from Sports Events as a Promotional Partner

- Revenue generation
- Promotion
- Event activation
- Category exclusivity
- Sampling opportunities
- Exclusive hospitality opportunities for advertisers
- Pass-through rights

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What the Sports Events Want from Media as a Promotional Partner

- Advertising space or commercial time devoted to the event
- Access to subscriber database
- Intelligence regarding local market
- Preferred rates for advertising purchased for sponsor fulfillment
- Promotions designed to promote ticket sales, increase attendance, encourage broadcast viewership, and/or drive traffic to digital platforms
- Provision of added value to attendees (sampling)
- Co-promotion and fan engagement through partners' social media

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Sports Event Promotions

- S.A.T. Objectives: Promotion tactics designed to increase sales (S), build awareness (A), and for events covered on radio, television, or digital streaming service, encourage tuning in (T)
- Sales
  - Key message: Value and urgency
- Awareness building
  - Key message: Inform and excite
- Tune-in
  - Key message: Appointment viewing

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Sports Event Promotions: Sales

- Discount offers
  - Most common form of sales promotion
  - Point-of-purchase promotions
- Premium giveaways
  - Examples include bobblehead toys or t-shirts given at the event
- Bounce-back coupons
  - Offers a discount or premium item courtesy of a sponsor if redeemed at a specific location
- Specially priced family packages
- Multiple-day admission packages

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Sports Event Promotions: Awareness Building

- Ticket giveaways
- Merchandise giveaways
- Sports trivia contests
- Essay contests
- Social media engagement/contests
- Press box or press conference access prizes
- Athlete “meet-and-greet” opportunities
- School field trips

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Sports Event Promotions: Awareness Building

- Social media is a key driver of awareness building promotions and can be used effectively by utilizing different social media sites, each tailored to different demographics:
  - Social networks (Facebook, Google+)
  - Professional networks (LinkedIn, Meetup)
  - Micro-blogs (Twitter, Tumblr)
  - Mobile-based networks (Foursquare, LevelUp)

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Sports Event Promotions: Benefits of Social Media

- Instant and personal
  - A two-way stream of communication between marketers and fans creates a bond, not a sales pitch
- Worldwide word-of mouth
  - It engages consumers, unlike traditional platforms, and can turn interested individuals into powerful marketers, driving awareness across the Internet
- Budget friendly
  - Very inexpensive and often free advertising and publicity

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Sports Event Promotions: Tune-In

- "Watch and win" sweepstakes
  - Requires fans to take part in the event via broadcast or live
- Sponsored prize contests (e.g., million-dollar shots)
  - Performed during intermissions or halftime of events

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Effective Sports Event Advertising

- Focus on delivering the essential information of the ad
  - Be creative and stylish, but not at the expense of effective communication
- Incite a reaction
  - Motivate your audience to act
- Include an obvious call to action
  - What do you want your target to do?
- Consider the medium to use for different messages
  - Press release, social media, etc.
  - Also consider appropriate timing (ex. Discounts)

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Effective Sports Event Advertising

- Print Advertising
  - Use print that target audience most likely to read
  - Place within print where target audience is most likely to read
  - Use photos where possible to catch readers' eye
  - Include website or QR code to provide easy access
  - Don't overlook less frequent publications such as community bulletins, local newspapers, etc.
- Radio
  - Run ads on stations/program and at times of day when target audience is most likely viewing
  - Use easy to remember websites, phone numbers (999-9999)
  - Use upbeat music behind information

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Effective Sports Event Advertising

- Television
  - Select programming/special interest channels that your target audience will likely watch
    - Also consider whether program will be watched live vs. recorded
  - Include logo, date, location, easy to remember website/phone number that appears on the screen for at least 5 seconds
  - Include video from previous events showing action, excitement, etc.
- Event Website
  - Present all important information in a clear, visible, and simple manner
  - Include easy to find links that direct users to ticket purchases on multiple pages
  - Use photos/videos to grab users' attention

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Effective Sports Event Advertising

- Event Social Media
  - Present time-sensitive information and updates
  - Use photos/videos to increase fan interaction (before and during event)
  - Create contest, promotions, and polls to encourage fan involvement
  - Provide important information from event website in easily accessible form
- Outdoor (billboards)
  - Keep artwork simple and very readable
  - Ensure easy to remember information
  - Remember, billboards are better at generating awareness than generating ticket sales

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Effective Sports Event Advertising Checklist

Essential:

- ☐ Identify the event by name and logo (if available).
- ☐ Include the day, date, time, and location.
- ☐ Make an obvious call to action (e.g., buy tickets now, make plans to attend, watch the event on television).
- ☐ Include a website and phone number to assist the public in reacting in the desired way (e.g., purchasing tickets or gaining more information).
- ☐ Include copy points that describe compelling event features to encourage reaction to the call.
- ☐ Post event and action photo(s) or footage.
- ☐ Integrate social media outlets and encourage fan participation.

Additional Elements for Consideration:

- ☐ Highlight the names and/or likenesses of featured athletes (be sure to secure the athlete's permission to use).
- ☐ Include player and fan testimonials.
- ☐ Recognize sponsors with appropriate prominence.
- ☐ Include quotes from coverage of past events.

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Summary

- Pre-event publicity alone is not enough; additional tools, including advertising, promotions, and event marketing, must be employed
- Establishing business partnerships with media outlets can help to maximize exposure for an event at a greatly reduced cost

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Assignment 8/9 - Discussion

- Using the Beach Volleyball tournament from Assignment 6, write a press release announcing the tournament for the first time. (slides 10-11)
- Pick 3 mediums (from slides 28-30) of advertising you will use to promote this tournament. Explain why you chose those mediums and the what, when, how of those promotions.

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Assignment 8/9 - Discussion

- Using the Beach Volleyball tournament from Assignment 6, write a press release announcing the tournament for the first time. (slides 11-12)
  - Remember to create buzz for your event with your wording, pictures, logos, etc. so the media will distribute it
  - Include information given on slides 10-11
- Pick 3 mediums (from slides 33-35) of advertising you will use to promote this tournament. Explain why you chose those mediums and the what, when, how of those promotions.
  - Explain why the chosen mediums best fit your event/target audience
  - Provide examples of promotion where you can
  - Describe what you will run, when you will run it, and give a very detailed plan for each medium chosen

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